

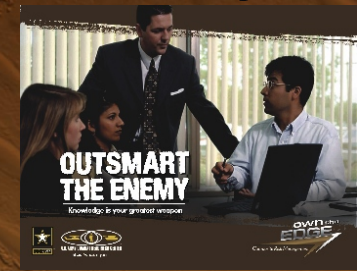


## Beyond Armed Beyond Ready



Tag: Knowledge changes everything.  
Target Recognition:  
CRM Concept and Practices

## Outsmart the Enemy



Tag: Knowledge is your greatest weapon.  
Target Recognition: Knowledge Center/  
Tools (RMIS, ASMIS, ARAP, All elements  
of LRAS)

## CRC Concepts and Tools

## Positioning Statement:

When a member of the Army team learns, understands and applies the Army concepts and tools, they can Own the Edge without even knowing they are managing risk because it becomes instinctive, intuitive and predictive.

## Own the Edge

Tag: Composite Risk Management

Global Audience:

- Soldier, Civilian, and Family
- Across combat, training, and off-duty
- From the perspective of air, ground, and driving

## Audience- Specific

### Be an armed force.



Tag: What you do right now impacts everyone.  
Target Audience: Senior Leadership

### Take Control



Tag: What you do right now makes a difference.  
Target Audience: Middle Leadership

### Sharpen Your Edge



Tag: What you do right now changes everything.  
Target Audience: Junior